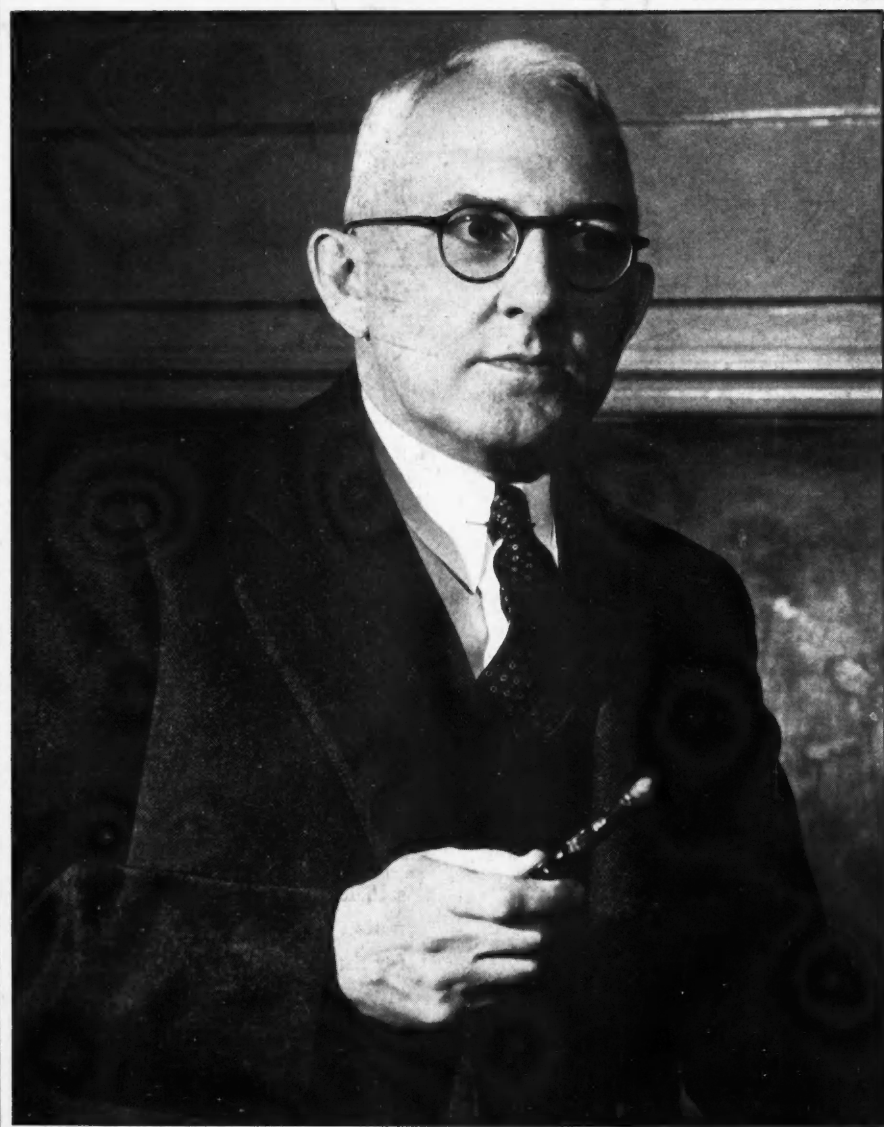


55-1-105
RE
copy 1

The REPORTER

of Direct Mail Advertising



THE LIBRARY OF THE
JUN 19 1946
UNIVERSITY OF ILLINOIS

Hats Off to Harrie Bell of Philadelphia for Developing the "Best Yes" Study Course for Beginners in Direct Advertising. Serialization in *THE REPORTER* ends next month.

**A Report on May, 1946
Direct Mail Ideas**



The biggest Jack-in-the-Box you ever saw

The U. S. toy industry normally rings up \$200,000,000 a year in sales, but the old cash register won't be big enough for the toy industry now in the making. As toy manufacturers resume production, and as many other manufacturers expand into toy making, young America is about to open the biggest jack-in-the-box this nation has ever seen.

It is our job, as "Paper Makers to America," to keep abreast of the expansion of American industry in every

field. To do this, we must, ourselves, expand . . . for Mead Papers of the Mead, Dill & Collins, and Wheelwright lines are essential to the production, protection, promotion, distribution, and sale of increasing quantities of the nation's merchandise.

Whatever you make and however you sell, let informed Mead merchants the nation over be your source of supply for these versatile printing surfaces . . . "the best buy in paper today."

● Mead offers a completely diversified line of papers in colors, substances and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text; and De & Se Tints.

1846 • ONE HUNDRED YEARS OF PAPER MAKING • 1946

THE MEAD CORPORATION
"PAPER MAKERS TO AMERICA"

The Mead Sales Company, 230 Park Ave., New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton

Keeping Tab on Direct Mail Follow-Up

Charles Morris of Reinhold-Gould, Inc., 535 Fifth Avenue, New York 17, N. Y., is always doing something for Direct Mail.

This time, he decided to make a series of studies about current Direct Mail practices. He has just issued a report of his first study. The report is entitled, "What Happens to Inquiries?"

Charlie Morris carefully selected 120 advertisements which appeared in recent issues of a number of leading magazines in the women's field. In each advertisement, the manufacturer offered readers (1) specific information about the product, (2) booklets or catalogs, (3) name of nearest retail store carrying product.

Coupons were clipped, coins and stamps were sent when asked for, and special information was requested in well worded inquiries. A careful record was kept of all responses. We are told that 113 advertisers at least answered the inquiries. Seven did not respond at all. We cannot give you now a combined report on all 113 inquiries, but here are some of Charlie Morris' computations where he grouped various answers received from one of the magazines. Remember that these advertisers are spending substantial amounts in art, preparation, production and space. The following observations concern what they did with their inquiries after their space advertising has supposedly worked.

Conspicuous Lack of Definite Follow-Up Plans

In magazine "A" 3 out of 27 advertisers followed up inquiries a second time.

In magazine "B" 3 out of 29 followed up inquiries a second time.

In magazine "C" 4 out of 31 followed up inquiries a second time.

In magazine "D" 5 out of 33 followed up inquiries a second time.

Only 5 of all 120 advertisers appeared to have a specific order-getting follow-through program.

In magazines "A," "B," "C" and "D" 3 out of 120 advertisers replying obviously mailed their replies in bulk.

Only 2 of the 120 advertisers, by persistent follow-up, showed that the inquiry had been placed on permanent mailing list.



9 out of 31 advertisers in magazine "C" answered within a week.

7 answered within 2 weeks.

6 answered within 3 weeks.

2 answered within 4 weeks.

7 did not answer.

This proportion prevailed in all magazines tested.

Lack of Personal Attention

15 out of 33 advertisers in magazine "D" answered inquiries with covering letters. 10 out of these also included catalog or booklet. Only 2 carefully filled in address and salutation to match body of multigraphed or processed letter.

5 used only salutation: Dear Madam.

5 answered on plain government postal cards.

This proportion prevailed in all magazines tested.

Successful Mail Order Techniques Disregarded

Only 2 out of 27 seasoned mail order firms advertising in magazines A, B, C and D enclosed both order blanks and return postpaid envelopes.

7 out of 27 mail order firms advertising in magazines A, B, C and D enclosed order blanks without return postpaid envelopes.

Only 1 out of the identical 27 included the postal shipping weight in the catalog data when the advertiser encouraged the prospect to "send check with order."

Dealer Follow-up—Nil

6 out of 27 advertisers in magazines A, B, C, D referred prospect to nearest distributor or merchant. Only 2 dealers followed up the leads furnished by manufacturers.

This proportion prevailed in all magazines tested.

Reproduction Processes

5 out of 21 folders received from advertisers in magazine "A" were reproduced by offset.

15 were reproduced letterpress.

1 was reproduced rotogravure.

18 out of 29 folders or booklets received from advertisers in "B" used black and one color, or more than two-color printing. All 5 offset folders were produced in black and white.

2 out of 29 advertisers gave special attention to the design of their envelopes. Both were mail order houses. 2 used self-mailers.

We have also obtained from Charlie Morris his analysis of the follow-up of ten specific advertisers. We have deleted the names.

WHEN THE *DRUMMER* PLAYS Violin



It's a versatile boom boom boy who can double in catgut. During the war a lot of drummers took an unhappy try at the finer notes in the music of business. But affairs of state and of commerce are crying for more experts and fewer experimenters to beat out the tune. Given half a chance, business can provide enough goods to supply demand and check inflation; then advertising will *keep* sales big. Business is the backbone of our economy, and advertising is the lifeblood of commerce. Let's have the downbeat NOW! Good printing on Champion paper will carry the melody.

THE *Champion Paper* AND FIBRE COMPANY... HAMILTON, OHIO



Manufacturers of advertisers' and publishers' coated and uncoated papers, bristols, bonds, envelope papers, tablet writing and papeterie . . . 2,000,000 pounds a day
MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

District Sales Offices

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA • SAN FRANCISCO

1. This company sells chinaware by mail *only*. The inquiry was answered with handsome catalog in full color with matching envelope. Missing, however, was order blank and return postpaid envelope. No further follow-up.

2. This mail-seller of gifts furnished neither order blank nor return envelope. A form letter enclosed with the catalog advised the prospect that a Spring catalog would follow at a later date. It did. Again without benefit of order blank or return envelope.

3. This large manufacturer of women's wear is unique in this study. A carefully filled-in letter informed the prospect where merchandise could be obtained. Thirty days later a questionnaire was received asking the prospect if she had made the purchase and if she was satisfied or dissatisfied with the merchandise. Moreover, the retailer to whom the inquiry had been referred also followed up by mail within a week after the manufacturer had originally answered.

4. A jeweler selling only by mail mailed an attractive full color folder of his line, and mentioned two nearby dealers. The dealers did not follow-up. The manufacturer did not pursue the expressed interest of the prospect.

5. Another manufacturer of watches, also a specialist in mail sales, employed all the techniques of the

successful mail user. His colorful folder gave the prospect complete information in word and picture. The order blank was ready to be signed and mailed in a conveniently self-addressed envelope. Moreover, the answer to the inquiry was received two days after making the inquiry. Ten days after receipt of the first mailing, another complete mailing was received. This time the manufacturer enclosed a folder which he said "described a few new numbers which we have added. . . ."

6. A sweater manufacturer made three sincere bids for orders for his nearby dealers—each time calling special attention to their nearness, but the dealers did not follow through.

7. One of the largest silversmiths mailed a lovely catalog of the line. Neither silversmith nor dealer bothered to follow-up.

8. Three manufacturers, who buy full-page space and handsome art to attract and impress women customers, unimpressively listed the names of their nearest representatives on plain government postal cards.

9. One of the best known names in gift-selling by mail answered with 4-color process folder-booklet showing merchandise not inquired about and easy-to-use order blank. But no return envelope was included.

10. One prominent blouse manufacturer replied with a miniature folder describing the line, together with a list of major retail outlets carrying the blouses. Enclosed, too,

was a return postpaid postcard questionnaire asking the inquirer several pertinent questions about preference in blouse styles.

We hope that Charlie Morris will continue his studies of Direct Mail . . . and that he will give *The Reporter* an opportunity to study and summarize them.

And speaking of studies . . . we should report that the Direct Mail Advertising Association has embarked on a program of questionnairing Direct Mail methods.

During the month of May, nearly 10,000 questionnaires were mailed to users of the mail in all classifications of business, and in all sections of the country. No producers or suppliers of Direct Mail were included in the list of those questioned. Members of the DMAA and readers of *The Reporter* who are in the user classification will have already received the questionnaire by the time they read this item. It is a long series of questions pertaining to the planning of Direct Mail . . . but we hope that every one of you will answer it.

This reporter happens to be serving on the Research Committee of the DMAA, along with Leonard Raymond, Ellsworth Geist and Don Molitor. As soon as the returns have been received, the Committee will start with the hard job of accounting and analyzing. We hope to have the report ready for submission at the DMAA Convention in Chicago, October 18 and 19.

WHY . . . OH WHY!

Why can't Direct Mail or the Graphic Arts industry have a nationwide Public Relations Program?

This question pops up every time we get one of the beautiful booklets released by The Bureau of Advertising of the American Newspaper Publishers Association, 370 Lexington Avenue, New York 17, N. Y.

And the question pops up frequently because there is a constant stream of booklets. The latest masterpiece is a 13" x 10" 36-page two color booklet containing a survey analysis entitled "Do People Read Small Ads?"

To make the attractive cover even more attractive it was encased in a cellophane wrapper.

The newspaper people are doing a bang up Direct Mail job to sell advertising and agencies on the value of newspaper advertising. It looks like newspaper and radio and magazine promoters think more of Direct Mail than does the Graphic Arts industry.

ABOUT MAIL QUESTIONNAIRES

David Wallace, Market Research Director of *Time*, speaking before the May meeting of the Hundred Million Club in New York City, had these pertinent points about the value and accuracy of mail questionnaires.

"Mail questionnaires can produce accurate and satisfactory results on many

subjects—provided they are used among groups which are comparatively homogeneous from the standpoint of education and familiarity with the subject of the questionnaire.

"A valid sample need be of no special size, provided it is proportionately identical in all important respects to the total group being queried. It is necessary to get a proportionate number of replies from every stratum of the group being surveyed.

"Many people feel that mail survey results are no good. But in making some 70 mail surveys per year, *Time* found that in these groups, at least, they are as good if not better than those made by personal interview. Contrary to some researchers' beliefs, the people in such a group who reply to a mail questionnaire are the same people as those who do not reply. Therefore, the replies are truly representative of the total sample."

Most Direct Mail Articles Give Me a Pain

says **DEAN BURGESS**

**The Knox Company
Ft. Erie North, Ont., Canada**

Reporter's Note: Here's another article which really should be printed. Perhaps we are all inclined to talk too much about the complications of Direct Mail. Dean wants to make it simple.

Most of the high sounding talk, long winded articles, etc., on Direct Mail Advertising give me a pain.

Because they make it look like a man needs the wisdom of Solomon, Confucius and all the sages, to use Direct Mail.

The fact is, he needs only a very small amount of common sense, and a willingness to work. He does not even need to be a good writer.

He does need to *work*.

Letters DO NOT mail themselves. We must order the materials such as letters, order blanks, circulars, envelopes, reply envelopes, etc.

(Frequently when everything else is ready, we discover no envelopes have been ordered.)

(A high powered advertising agency in Kansas City produced a big smashing success (?) of a circular for a client—when ready to mail it was discovered no envelopes had been provided, and the envelope had to be made to order!)

And then—we are sure our stenographers can mail them out in spare time! But, we find that they have been "so busy" that they simply couldn't get out the letters.

So, the mailing we were so anxious to send, is not ready for January 11, as we had planned,—in fact, is not ready until around the 25th, if then. So we decide to wait until February 11.

Luck with us, this mailing reaches the Post Office—one month late.

So we start to think about the March 11 mailing, which we prepare about February 25th with the result that it drags along into April—or May.

By that time the process has become so tiresome that nothing more is done about it.

To save face we decide that the program "wasn't practical anyway, because our business is different."

Unreal?

Rather, I believe the way that 990 out of every 1000 mail programs end.

NOT MAILED.

This neglect costs any firm without letters at least \$10,000.00.

This figure sounds fantastic, I know. But, don't take my figures. You figure it out. Figure it out, not in an imaginary business. Figure it out in YOUR OWN business by ARITHMETIC.

Suppose you have a mailing list of 3,000 customers say and make a sales profit of \$5.00 per order.

(I am using these figures for illustration purposes. Use the figures to suit your own business.)

Only one mailing per year—

bringing 2% sales means	
60 orders \$	300.00
bringing 5% sales means	
150 orders \$	750.00
bringing 10% sales means	
300 orders	\$1,500.00

Twelve mailings per year—

bringing 2% sales means	
	\$ 3,600.00
bringing 5% sales means	
	\$ 9,000.00
bringing 10% sales means	
	\$18,000.00

The cost of mailings—about \$1,800.00.

If mailings are to customers, ten percent is possible, five percent is reasonable and to go below the two percent sales (on this price item) would be practically impossible.

Your business is not going to die this year, nor next, nor the year after. In ten years, that same program makes, net—NINE THOUSAND DOLLARS.

A nice, neat, little wad of money, all in itself.

Don't forget—that I am taking the low figures—don't forget that your profits should be **MORE THAN TWICE THE NINE THOUSAND DOLLARS** mentioned.

How do you get this \$18,000.00 or more?

Very simply.

Buy six months supply of envelopes—No. 10's.

Buy six months supply of order blanks—tell the printer they must fit No. 10 envelopes.

(Substitute a business reply card if you want mail inquiries. Omit, if you want telephone inquiries only.)

Six months supply of business reply envelopes—No. 6's.

That means you write your order blank **FIRST**.

Then write your first letter.

When finished you will have the ideas for more letters—write them—**NOW**.

Count your customers. Plan a mailing a month to them during 1946, 1947, 1948, etc. until about 1996.

No high powered specimen. No fancy stuff.

You have a good product, or else you would not be in business. Your customer likes it, or else he would not have bought it. He bought it once, so he will buy it again.

If you went to see a customer, you would tell him exactly what you want him to order.

So tell him what you want him to order—and ask him to order it.

Like a salesman fills out the order for his customer to sign—enclose an order blank and a business reply envelope—making it easy for him to order. Fill out an order for him if you can.



PAPER SHORTAGE?

That makes us chortle, in a smug and selfish way. We've kept two sheets,— and use them day by day. One for the proofing and one for the job. It keeps our clients happy—If more than slightly mad. A hundred thousand impressions upon a single sheet,—it is indeed confusing, but none the less complete.

HAYNES LITHOGRAPH COMPANY, INC.

1140 East-West Highway

Silver Spring, Maryland

Or, if you just want an inquiry, enclose a card (don't say a Salesman will call).

Afraid he will turn you down?

Probably he will.

Probably nine out of ten—yes—more than that—will throw your letter right into the wastebasket, and won't order your goods.

Yes—probably ninety-five out of one hundred—but not one hundred out of one hundred.

So—if 95 out of 100 do throw it away—but five out of each hundred send you an order—five out of each hundred who know your firm, know its product, like its product, and intend some day to order—

—if five out of one hundred send you an order—you pocket yourself around \$7,000.00 extra this year, \$35,000.00 in five years—\$70,000.00 in ten years.

Just as easy as that.

To start?—No research—no long arduous hours studying psychological factors, how to break down resistance, etc.

To start your Direct Mail Campaign—ORDER THE ENVELOPES.

HOW MUCH TO CHARGE THE DEALER

Someone is always asking . . . how much should the manufacturer charge the dealer for cooperative or syndicated advertising. Here's one answer.

I. P. Stafford, Sales Manager of the Distributor Division of the Aircraft Screw Products Company, Inc., 47-23 35th Street, Long Island City 1, N. Y., sent us a series of eight attractive, two-color government stamped postal cards supplied to dealers for repeat mailings.

He tells us . . . the cards are furnished imprinted with the dealer's name, for the cost of postage. That is, eight different lots of 100 cards cost the dealer exactly \$8.00. The company pays for the printing, the dealer pays for the stamps, the government supplies the paper free of charge.

WHAT'S THE ANSWER?



It looks to *The Reporter* as if the commercial printing industry and the users of the mail are taking it *in the neck* on the paper situation. If (the situation) is getting worse and worse . . . much worse than at any time during the war.

It is getting nearly impossible to make definite plans for scheduling mailings ahead. Suppliers in general blame the situation on the fact that the large national magazines are getting the big bulk of the paper supply of the country. The commercial printers are getting the tail end.

Why isn't something being done by printers' organizations to bring about some solution? Looks like it's time for a scrap.

DOGS THAT CLIMB TREES

(A more or less personal item
by Henry Hoke)

During the past several weeks, I have been slightly "under the weather." Had to slow up and take things easier. Doctor said too much speech-making and ramming around.

For some years now, I've been wanting to write a different sort of book about Direct Mail . . . but never could find the time. A lay-up in bed provided the opportunity.

I rigged the microphone of my Sound Scriber recording machine so that it was conveniently over my bed. For three or four days I just laid there telling the personal experience stories I've told to "students" (of varying ages) who wanted to know how Direct Mail got started, how it grew, and the basic reasons which make some of it click and some of it fail. Although I've told the separate stories verbally many times, I've never before printed them.

When the records were transcribed, I edited and pieced the twelve major episodes together. I showed the manuscript to a few friends. They think "it's a book" which should be read by everyone interested in Direct Mail. Not a textbook . . .

but a running story of how I got "this way" about the mail. And why I like it.

I cannot print the story in the magazine. It is too long . . . and for best effect it should be read straight through at one sitting. That's easy . . . about 20,000 words.

So the manuscript is at the printers. IF we can find paper and IF we can get binding, a book will be out in a month or so. I'm trying to dicker around to get the selling price low . . . possibly a dollar or less . . . so that more beginners (and others) can have it.

The title is the heading of the item. It can be explained only by a reading of the story . . . which is really more elementary than Harrie Bell's great course for beginners. "Dogs That Climb Trees" could be the softening-up treatment before Harrie Bell begins . . . or it could be an intermission between Bell and . . . further study.

We'll let you know when it's ready.

H. H.

NEAT STUNT

Ned E. Depinet, Executive Vice President of the Radio-Keith-Orpheum Corporation, RKO Building, New York City, mailed a letter on May 9th from Washington, D. C., to all war veterans in employ of RKO home office, exchanges, studios, theatres and RKO Pathe. The envelope bore the new 3¢ stamp illustrating the honorable discharge emblem for service in the armed forces.

The cancellation bore the "First Day of Issue" imprint.

After an introductory paragraph explaining the issuance of the new stamp, the letter continues:

RKO is very, very proud of all its employees who served their country during the war. As one of them, we thought you would like to have a first-day-of-issue cover bearing the new stamp. The five stars surrounding the honorable discharge emblem on the stamp represent the men who gave their lives in the various branches of the service.

This cover has not been sealed in order that you may have it in good condition for your mementos or present it to a collector of such items should you so desire.

With this souvenir comes my "correspondence handclasp" and the assurance of how happy we are to have you back.

Wonder how many other companies thought of that good will building opportunity.



Do Your National Campaigns Need More

"Booster Stations?"

Brilliant merchandising ideas have a way of losing steam in the journey from the sales manager to the ultimate consumer.

Put a booster on them when they hit a hill.

Offset lithography—flexible, colorful, economical—does a great job of boosting interest. Big, showy pieces for meeting and displays. Broadsides and folders for rifle shot direct mail. Expensive art work can be used a dozen times and give the good idea behind it a boost every time. Take full advantage of offset.



On the press **SOON**. Send for the 24-page booklet on offset for the smaller establishment. Ask for "On the March." Harris-Seybold Company, General Offices, Cleveland 5, Ohio.

HARRIS • SEYBOLD

HARRIS PRESSES • SEYBOLD CUTTERS
OTHER GRAPHIC ARTS EQUIPMENT



Lithographed in U. S. A. on a Harris offset press

● Feel the clear freshness of the Gaspé coast in this cool water color. The artist's feeling for seacoast atmosphere has been faithfully reproduced by offset lithography. To stimulate the reader's mind and eye with the beauty and naturalness of the original art, use the greater *color control* of the offset process.



POST OFFICE

A REGULAR REPORTER FEATURE

On Friday, May 10th, the Senate passed the bill increasing salaries and wages of Postal Service personnel. By the time you read this the President will have signed the bill which increases salaried employees \$400 per year and hourly-paid workers, 20c per hour. The bill calls for the raises to be retroactive to January 1, 1946, and will probably have a tremendous influence on the postal rate situation.

Even though there seems little chance that rates will be changed in the immediate future, here are some estimates submitted to Senator McKellar, Chairman of the Senate Postal Committee by Acting Postmaster General J. M. Donaldson:

Estimated Revenues fiscal year July, 1945, to June, 30, 1946	\$1,233,901,845
Accrued expenditures, same period	1,318,901,845
Estimated deficit	\$ 85,000,000
Estimated additional payroll expenses, Public Law 317.	11,000,000
Estimated additional payroll expenses, H. R. 5059	*85,000,000
Estimated probable deficit fiscal year ending June 30, 1946	\$ 181,000,000

* It is estimated that the additional payroll expenses for the full year resulting from the salary and wage increases proposed by H. R. 5059 will amount to \$169,867,973. The bill provides that the increases shall be retroactive to January 1, 1946. Therefore, only one-half of the full amount or \$85,000,000 would be chargeable to the 1946 fiscal operation.

If you're interested in "The Future of Air Mail Transportation" . . . and who isn't . . . you might write to the Postmaster General in Washington and ask for a copy of the report by that very name prepared for him by 2nd Asst. Postmaster Sullivan.

Illustrated with charts, the report will give you a clear picture of what the Air Mail picture is . . . and will be in the not too distant future.

70 Pounds New Limit for Overseas Packages

Parcels with a maximum weight of 70 pounds and a combined length and girth of 100 inches may be mailed to Army and Navy personnel overseas, effective May 1st. Only articles specifically requested will be accepted for mailing to Army personnel. No



EDWARD
N.
MAYER
JR.

requests are required from Navy personnel. The old limit was 11 pounds for the Navy and 22 pounds for the Army, with a combined length and girth of 72 inches.

Here is an important note from a recent Postal Bulletin . . . so important that it might be wise to clip it for future reference:

"Treatment of Parcels Which Contain Unpermissible Written Matter or Are Sealed Against Inspection: Postmasters at offices of address are authorized to deliver parcels which upon examination are found to contain unpermissible written matter upon payment of \$1 only when the postage due at the first-class rate amounts to more than \$1, and in cases where the additional postage is more than 25 cents, but not more than \$1, the parcels may be delivered upon payment of 25 cents postage due under the provisions of section 582, Postal Laws and Regulations. This procedure should be followed only when the unauthorized inclosures are merely incidental and not when parcels consist in the main of first-class matter. In no case may the parcels be delivered on collection of an amount less than that chargeable on the first-class matter inclosed therein.

"In the case of sealed parcels prepaid at the third or fourth class rates of postage received without being labeled in printing to show that they are intended to be transmitted under the provisions of

paragraph 6 (b), section 581, Postal Laws and Regulations, Postmasters may permit the addressees to open the parcels in the presence of a postal employee and, if found to contain unpermissible enclosures, additional postage should be collected as above stated. If no unpermissible enclosures are found, the parcels may be delivered upon payment of additional postage at the first-class rate up to but not exceeding 25c for each such parcel because it was sealed.

"In any of the instances cited in the two preceding paragraphs, if the additional postage due is less than 25 cents, the full amount should be collected. Postage due stamps to cover the amount of additional postage collected should be affixed to the parcels and canceled on delivery. The usual reports on Form 3595 or Form 3596, as the case may be, should be submitted to the Third Assistant Postmaster General."

* * *

Speaking of Postal Rates . . . and Air Mail . . . as we have been several times in these pages, here's a paragraph from the Herald-Tribune of May 8th:

Committee for 5-Cent Air Mail

"WASHINGTON, May 7—Legislation reducing the postage rate on air mail from 8 cents an ounce to 5 cents was approved today by the House Post Office Committee. The present 8-cent rate was ordered as a wartime emergency in the 1943 revenue act."

Of course the bill will have to be passed by the House and then the Senate . . . but it won't take long . . . and don't be surprised if the Air Mail Rate is reduced even further before many more months pass.

* * *

Senator James M. Meade, in a speech before the Mail Advertising Service Association in New York on May 13th, had several things to say about the Postal Service. The second paragraph of the excerpt below was particularly interesting to us because we believe it's the first time a member of either House or Senate Post Office Committee has admitted publicly . . . and for the record . . . that 3rd class and catalog mail "creates a substantial quantity of mail of

the first and fourth classes." The Senator's final sentence should make good reading for business mail users. Here's the excerpt:

"Your Association is naturally vitally interested in the rates of postage chargeable on circulars, folders, catalogs and other forms of advertising matter included in third-class mail. This class of mail has also been under study for some time both by the Post Office Department and by the Committee on the Post Office and Post Roads of the House of Representatives but no conclusion has been reached regarding a change in the present rates. According to the Post Office Department's Cost Ascertainment this class of matter does not pay its way in the mails. For the year ending June 30, 1944, the estimated loss on third-class matter, that is, the excess of the expenditures over the revenues apportioned thereto was \$25,090,152. Since that time there has been a heavy increase in the cost of postal operations. This increase in expenses has not been offset by additional revenue so that the loss on third-class matter has increased since 1944.

"No recommendation, however, has been made or conclusion reached from this study of third-class matter as to what readjustment should be made in rates and I am informed by the Department that it is not likely that there will be any changes recommended in the near future. If any bill should be introduced in Congress to increase the present rates, interested persons and concerns will, of course, be given an opportunity to present their views. It is widely recognized that third-class matter is an important factor in creating a demand for merchandise, services, and otherwise promoting business in general, which means more jobs. At the same time such matter also creates a substantial quantity of mail of the first and fourth classes. These features will receive due consideration in connection with any action taken on the subject."

Because the difference between Express and Parcel Post rates is so slight in a great many cases and neither one is *always* cheaper or more expensive than the other, you'd be wise to have a copy of *Leonard's Guide* in your mail room or shipping department . . . this handy guide tells you which of the two methods

of shipment will be less expensive . . . and gives you a lot of other pertinent shipping information you should have. *Leonard's Guide* is published by G. R. Leonard & Co., 79 Madison Avenue, N. Y. 16.

The Post Office has just issued a brochure for its employees called "Your Postal Service." It's a beautiful job . . . one that many private organizations could use as a model in their own employee relations. Obviously written to build the morale of Postal Service personnel . . . we're sure it will more than accomplish its purpose.

If you really want to get a thumbnail yet factual picture of the P.O., we recommend that you ask your local Postmaster for a copy. If he can't supply you . . . try writing to Washington. It will be worth all of the trouble.

And here—for no apparent reason—is a paragraph from the *New Yorker* of May 4th:

BLUNDER

A young Yale fellow who picked up some pretty radical notions about the circumference of the earth, the circulation of the blood, and so on during a recent tour of duty with the armed forces was chatting with an Old Blue in the Yale Club grill the other day and ventured to assert his opinion that, despite conflicts in the U. N. Security Council and in industry, the world might not be going to hell in a hack. "Fiddle!" the Old Blue said. "We're ruined. The whole country's ruined. We'll never get the good days back again." The Young Blue made an effort to pin his adversary down. What did he consider the first false step the country had taken? Social Security? Electing Roosevelt? "I'm glad you asked me that," the Old Blue said, pounding the table till his broiled kidney hopped. "That's a surprisingly sensible question, coming from one of your age. It was the day the Federal Government took over the Post Offices. From then on, young man, we were lost."

"And how is the baby?" asked the friendly clerk.

"Fine," said she, "just fine. He's getting married next week."

From *A Friendly Handshake*, h.m. Seyler-Nau Co., Inc.
Cincinnati 2, Ohio

The world is getting smaller, and you can get most any place by letter quickly, and for less than a dollar. Here's the latest list of air mail rates to foreign countries:

Dest.	Rate per half-ounce (cents)	Dest.	Rate per half-ounce (cents)
Aden	70	Kenya & Uganda ..	60
Afghanistan	70	Latvia	30
Albania	30	Lebanon, Republic of	70
Algeria	33	Leeward Islands: Anguilla, Antigua, Barbuda, Dominica, Montserrat, Nevis, Redonda, St. Kitts, British Virgin Islands	10
Anglo-Egyptian Sudan	70	Liberia	50
Angola (Portuguese West Africa)	60	Libya	33
Argentina	20	Lithuania	30
Australia	70	Luxembourg	30
Austria	30	Macao	70
Azores	30	Madagascar	30
Bahamas	10	Madeira Islands	30
Bahrain	70	Malay States (Nonfederated) ..	70
Barbados	10	Malta	30
Belgian Congo	60	Manchuria	70
Belgium	30	Martinique	10
Bermuda	10	Mauritania	45
Bolivia	20	Mauritius	60
Brazil	20	Mexico	08
British Cameroons ..	15	Morocco (British) ..	33
British Guiana	15	Morocco (French) ..	33
British Honduras ..	10	Morocco (Spanish) ..	33
British Somaliland ..	70	Netherlands	30
Brunei	70	Netherlands Indies ..	70
Bulgaria	30	New Caledonia	40
Burma	70	Newfoundland	15
Canada (per ounce) ..	08	New Zealand	50
Canary Islands	40	Nicaragua	10
Cape Verde	55	Niger	45
Ceylon	70	Nigeria	50
Chile	20	North Borneo	30
China	20	Norway	70
Colombia	15	Nyasaland	60
Corsica	33	Protectorate	70
Costa Rica	10	Palestine	70
Cuba	08	Panama	10
Curaçao, Aruba, Bonaire, Saba, St. Eustatius, St. Martin	10	Paraguay	20
Cyprus	70	Peru	15
Czechoslovakia	30	Poland	30
Dahomey	45	Portugal	30
Denmark	30	Portuguese E. Africa (Mozambique)	60
Dominican Republic ..	10	Portuguese Guinea ..	50
Ecuador	15	Portuguese India	70
Egypt	70	Portuguese West Africa (see Angola and Portuguese Guinea) ..	30
Eritrea	70	Reunion	30
Estonia	30	Rhodesia (North) ..	60
Ethiopia	70	Rhodesia (South) ..	60
Falkland Islands	20	Rio de Oro	40
Faroe Islands	30	Rumania	30
Federated Malay States ..	70	Salvador, El	10
Fiji	40	Sarawak	70
Finland	30	Saudi Arabia	70
France	30	Senegal	45
French Cameroons	60	Siam	70
French Equatorial Africa ..	60	Sierra Leone	50
French Guiana	15	South-West Africa ..	60
French Guinea	50	Spain (including Spanish offices in North Africa) ..	30
French Settlements in India	70	Spanish Guinea	50
French Somaliland	70	Straits Settlements ..	70
French Sudan	50	Surinam	15
French Togoland	45	Sweden	30
Gambia	50	Switzerland	30
Gibraltar	30	Syria	70
Gold Coast Colony	50	Tanganyika	60
Great Britain and North Ireland	30	Trans-Jordan	70
Greece	30	Trinidad	10
Guadeloupe	10	Tunisia	33
Guatemala	10	Turkey	70
Haiti	10	Union of S. Africa ..	30
Honduras (Republic of) ..	10	Union of Soviet Socialist Republics ..	30
Hong Kong	70	Uruguay	20
Hungary	30	Vatican City State ..	30
Iceland	30	Venezuela	15
India, British	70	Windward Islands: Grenada, Grenadines, St. Lucia, St. Vincent	10
Iran	70	Yemen	70
Ireland	30	Yugoslavia	30
Italian Somaliland	70	Zanzibar	60
Italy (continental only)	30		
Ivory Coast	50		
Jamaica	10		

LAST INSTALLMENT

A proud mother walked into one of the leading "Small Monthly Payments Interest on the Unpaid Balance Only" establishments clutching a small monthly payment. She placed it on the credit counter contentedly.

"Here," she said. "The final payment on our baby carriage."

Why not follow this Beeline

for multicopy
printing?



Any printer who has used **INTERNATIONAL BEESWING MANIFOLD** knows where this paper gets its name. It's thin as a bee's wing—but so strong it's ideal for today's multi-copy work.

Suction fed automatics operating at normal speeds can handle this fine watermarked paper because it's smooth yet entirely free of pinholes. In addition to A-1 performance in the pressroom, this paper is equally receptive to writing or typing . . . takes erasures and rough handling, too.

These qualities—and the variety of colors—explain why **INTERNATIONAL BEESWING MANIFOLD** is a first choice for sales slips, memos, reports, specification sheets, stuffers and many air mail uses.

Even with our facilities as the world's largest maker of papers, we cannot completely fill the demand for **INTERNATIONAL BEESWING MANIFOLD**. Together with our distributors, we're doing everything possible to meet current needs. International Paper Company, 220 East 42nd Street, New York 17, N. Y.



Getting the Right Start In Direct Advertising*

HARRIE A. BELL

THE TIE-UP WITH OTHER ADVERTISING

There are many instances where direct advertising is the only kind of advertising used. But in the greater number of cases the advertiser is using other types of media also. It is your responsibility as the creator of direct advertising to see to it (if any other advertising is being done) that your direct advertising will work hand-in-hand with each of the other advertising efforts.

There is no exact formula covering the matter, but a few examples of how it has been done will make the idea clear.

If the product is being promoted in space, on billboards, with counter or window displays—and they all carry, for example, a slogan “the Velvet Grip”—then certainly your printed pieces for direct advertising should display this same slogan as a tie-up.

If, in current advertising in other media, a striking illustration has prominent place, then a similar illustration would make a good tie-up in the direct advertising pieces.

The same idea applies to distinctive trade-mark designs and trade name designs. Some people (though I am not of that class) see equal value in using only given colors of ink on all advertising, and insist on printing the company name always in the same type face. The point is that a tie-up of all classes of advertising used by a firm has the value of adding to the number of impacts which will register on the readers' consciousness. Therefore, any reasonable means you may employ, in the physical make-up, to tie the various kinds of advertising together, will be effort well expended.

The tie-up, however, should embrace more than mere physical appearance, or repetition of slogans and illustrations. In fact, the tie-up should be, essentially, a part of the whole sales plan.

When space advertising advises to “see it at your dealer's,” there should, if possible, be window displays ready in the various dealers' hands to use while the space advertising is being run. The counter displays and counter folders should also be timed to be on hand for use as a direct tie-up with the space advertising.

When space advertising offers to send for added information, your booklets and folders should be so planned that they will definitely provide that added information, and they should be ready *on time* to be promptly sent out as soon as requests for them come in.

Advertisers whose goods are sold over the counter in retail stores pay special attention to the package design—to catch the eye of purchasers in the store—and, in consequence, see to it that all their advertising familiarizes the reader with the appearance of the package, as a tie-up valuable in effecting the sale.

National advertisers frequently find it highly important to make reprints of current space advertisements, sending them to all dealers with suitable indication to make sure the dealers are aware of the space being used to promote sales. Sometimes these reprints are usable for display as poster sheets which the dealer is urged to paste up in his window. These reprints, so used, become direct advertising, as a tie-up with the same matter run in periodicals. It is not unusual for such reprints also to be used as tuck-in inserts in company house organs going to dealers.

Enough has been said to point the way. You may find other and better methods of making your direct advertising tie-up with all other of the firm's advertising. Don't be afraid to adopt an original method.

(To Be Concluded)

A LETTER WRITING KIT

L. E. Frailey has produced a kit of visual training sound slidefilms entitled “Frailey's Letter Clinic,” which is being distributed by The Dartnell Corporation of Chicago. The kit costs \$150 and is composed of six fifteen-minute sound films that will help train correspondents, executives and stenographers to write friendly, concise letters. Mr. Frailey claims that showing the films to employee groups will help to accomplish these things:

- Show them how to write warm, friendly, and concise letters—how to say less but say it better.
- Train them to answer inquiries intelligently and quickly, giving all the desired information.
- Show them how to answer complaints in such a way that the customer still feels friendly.
- Teach them to write business letters that are just human enough to make the letters outstanding.
- Encourage stenographers to turn out more letters a day and letters of better appearance.

The titles of the films are as follows: (1) “Relax—Be Natural—Just Talk.” (2) “Shave Off the Whiskers.” (3) “Don't Be a Goosler.” (4) “Think Before You Write.” (5) “The Star, the Chain, and the Hook.” (6) “Things the Masters Know.”

You can get full information by writing The Dartnell Corporation, Ravenswood and Leland Avenues, Chicago, 40, Illinois.

CORRECTION!

Dear Henry:

The correct abbreviation for Wisconsin is Wis. and not Wisc. See page 8 of your April issue under the caption “Conventions Again.”

To back up my contention refer to page 206 of “The Secretary's Handbook,” September, 1937 printing, the Ronald Press Co., New York.

Many people outside of Wisconsin and some of them in the state make the same error when abbreviating Wisconsin, so don't feel too badly about it.

After reading your publication since it first came out, I still look forward to receiving each issue and going through it from cover to cover.

Elias Roos, Pres.
Jack's Letter Service, Inc.
Brumder Building
Milwaukee 3, Wis.

Reporter's Note: We like to get corrections . . . and letters like yours.

* This course is copyrighted and must not be reproduced in part or whole without permission.

BIG SIZED PROMOTION

The Reporter is usually opposed to big broadsides which open up into such big sheets of paper that the recipient can't handle the piece . . . let alone read it. But, here's one big sized promotion piece that really does the trick. We received the specimen in a 16½" x 12½" envelope from Magill-Weinsheimer, 1320 South Wabash Avenue, Chicago 5, Illinois. The promotion department wanted to show the Company's facilities for producing *big posters*. So they took a 44" x 56½" lithographed poster prepared for Dr. West's products. By printing on the back of the sheet and by clever folding, the various sections (as unfolded) told a running story of Magill-Weinsheimer's service and facilities. Of course, the story got bigger as each fold was opened.

The final message practically had to be laid out on the floor in order to read it. A good example of the showmanship element of realism of Direct Mail. What other form of advertising could perform a similar job?

A GOOD TIME SAVER AND ATTENTION GETTER

Herbert Kaufman (formerly of General Printing Inks and more recently of the Navy) is now Director of Advertising and Assistant to the President of the Ever Ready Label Corporation, 141 East 25th Street, New York 10, N. Y.

Herb has come across with a good idea and we are not only mentioning it here, but have ordered a supply for *The Reporter* office.

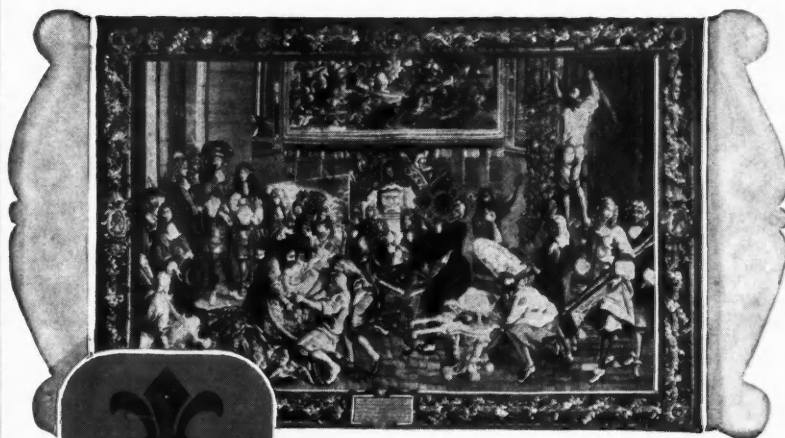
At the bottom of a recent letter was a 3" x 1½" perforated label tipped on above the perforation. In a reverse block (top ½") appears these directions:

"In reply please tear off, and use this time-saving director."

Below the perforation and untipped is a 3" x 1" return address label which the secretary in answering can use instead of typing the envelope. Not bad at all. An attention getter, too.

THE REPORTER

Only the World's Noblest Tapestries . . .



This insigne woven into the XVIII Century tapestries identified them as genuine Gobelins.

EAGLE-A



PAPERS

This famous watermark in Eagle-A Papers is your guarantee of value.

bore the royal fleur-de-lis . . .

The priceless Gobelin Tapestries were loomed by the finest tapestry weavers of Flanders for the State-owned atelier in Paris. The foremost artists of Europe were proud to entrust their finest designs to these splendid artisans.

So treasured were the tapestries thus produced that the royal Fleur-de-Lis was woven into these fabrics as a mark of identification.

EAGLE-A CONTRACT BOND

A 75% Cotton Content Paper — is recognized by discriminating business men as belonging in the fine bonds group.

Highest quality materials plus years of papermaking skill give Eagle-A Contract Bond the fresh clean appearance and durability that makes it the choice of experienced paper buyers for all business and legal uses.

If you have not already experienced the satisfactory results this bond gives for any purpose — try it on your next job.

Specify Eagle-A Contract Bond to your Printer, Lithographer or Engraver.

Ask your stationer for

EAGLE-A CONTRACT BOND BOXED TYPEWRITER PAPER

EAGLE-A PAPERS

AMERICAN WRITING PAPER CORPORATION • HOLYOKE MASSACHUSETTS

Notes from a Mail Selling Scrapbook

by JAMES M. MOSELY



Mail order results are off 30 to 60% from war peak during past 90 days, due to upset public sentiment.

* * *

Who said that cigarets could never be sold by mail? It's being done by the carton again on a price-save basis.

New Hampshire has bowed to the inevitable by admitting that sales taxes on inter-state selling of cigarets by mail cannot be collected from seller or consumer.

* * *

So you're cleaning up your list!

One mail seller found that several members of same family are on his list—each with a separate card at same address. He's been busy assembling all the family names on a single card so that when he addresses his list for himself or others only one piece of mail will go to a house.

* * *

If you sold maple products and the weather caused most of your crop to disappear from under you, what would you tell your customers?

"John Shelby," trade character, who signs the letters for Vermont Maple Syrup Company (Preston C. Cummings), mailed a short note containing an idea for "stretching" present supply by boiling in hot water . . . turning maple sugar into syrup.

* * *

Most owners of mailing lists who address for other companies insert two or three dummy names (different ones for each individual outside mailing). "Dummies" usually are employees or relatives . . . with spelling modified slightly.

This allows a double check . . . (1) that no copy has been kept of the

names rented and (2) that no other mailings have gone to them. Nearly all "renters" of lists sign a pledge that they will keep no permanent copy of the names. That pledge is rarely violated . . . but dummy names provide a positive check.

* * *

Add new mail order enterprises: mountain trout, dressed and iced, delivered by express from Colorado.

* * *

Direct Mail of a non-medical nature amounted to 10% of the 1826 typical pieces received by a general doctor between May 1, 1945, and April 30, 1946, Fisher-Stevens, Inc., reports. Postal cards had increased in use by all mailers to doctors. Fifty per cent had a business permit on the outside envelope; 27% meter; 8% 1c stamps. Five per cent were postals. Only 3% went first class, 4½% went under 1½c. The use of letters is growing steadily; now constitutes about 22% of the group. Sampling is increasing beyond pre-war.

223 products were advertised only ONCE during the period. The highest number of mailings of one product: 38. Quality of copy and format are being upgraded constantly . . . so says the report.

* * *

You'll get more from your future mailings by keeping a record of quantity mailed for each state and orders received from each state. Some states will astound you with their interest and pulling power. On your subsequent mailings, you'll be able to include more of those states and fewer of the "weak sisters."

Only a little extra effort—but it can UP your mail profits!

Too much advertising to women (and this goes for Direct Mail, too) is prepared and okayed by men and does not achieve top attention value and reading.

So declares Mrs. Elizabeth Kidd, associate copy director of N. W. AYER & SONS, Inc., in her slender new volume, "Just Like a Woman."

Too much advertising, in her opinion, tries to hit "the little woman" over the head when a more subtle approach would accomplish more. Since so huge an amount of consumer Direct Mail is aimed at women, some of Mrs. Kidd's principles, checked by readership tests, may step up the pullpower of your Direct Mail. The book is witty as well as pointed and it pulls few punches.

Most women live a rich life by identifying themselves with other people, such as . . . trying on other women's clothes mentally. Therefore advertising should provide a subject for pleasant identification rather than a negative one. Men are more factual and more impressed by cold "reason why." Women arrive at buying decisions from intuition. A headline does not need to tell the whole story but should suggest and leave something to the woman's imagination. Advertising in general should be happy, cheerful and positive in its atmosphere.

These are observations of Mrs. Kidd, who knows a thing or two about how to persuade women to buy. They are worth your study.

SPEAKING OF LETTERS

A boy left the farm and got a job in the city. He wrote a letter to his brother who elected to stick to the farm, telling of the joys of city life, in which he said:

"Thursday we autoed out to the Country Club where we golfed until dark. Then we motored to the Beach for the week-end."

The brother on the farm wrote back:

"Yesterday we buggied to town and baseballled all the afternoon. Then we went to Ned's and poked until morning. Today we muled out to the cornfield and gehawed until sundown. Then we suppered and piped for awhile. After that we staircased up to our room and bedsteaded until the clock fived."

From *Rittertalk*, h.m.
P. J. Ritter Company
Bridgeton, New Jersey

BOOKVERTISING

We have noticed quite a few recent examples of books being used for advertising. The latest effort of this kind is handled superlatively by the Bankers National Life Insurance Company of Montclair, New Jersey. It is an expensive project and we thank John D. Brundage for sending us a sample.

The book itself is a stiff covered one, 5" x 8 1/4" in size, 24 pages on thick, beautiful stock. Cover gold stamped "Memo for Air-Minded Executives" and the book itself when mailed is inserted in an extra slide-in protective box. Printed by Rogers, Kellogg & Stillson.

The transmittal letter is worth reprinting here:

Dear Mr. Hoke:

You and your Board of Directors may already have been considering the ownership of one or more planes to provide quick and instantly available transportation for your executives. If not, the subject may come up for consideration at any time.

To help you in finding the best answer to this question, we have had Captain Gill Robb Wilson, one of the Directors of our Company, prepare a Manual in which the various phases of the whole subject are discussed by an expert.

A copy of that Manual accompanies this letter, sent you with our compliments. We hope it may be found useful. If you would like a few additional copies, please feel free to ask for them.

If in your study of the question for your own organization you feel the need of additional expert opinion and advice, you may be glad to know that Captain Wilson is available for consultation service to a limited number of clients.

Sincerely yours,

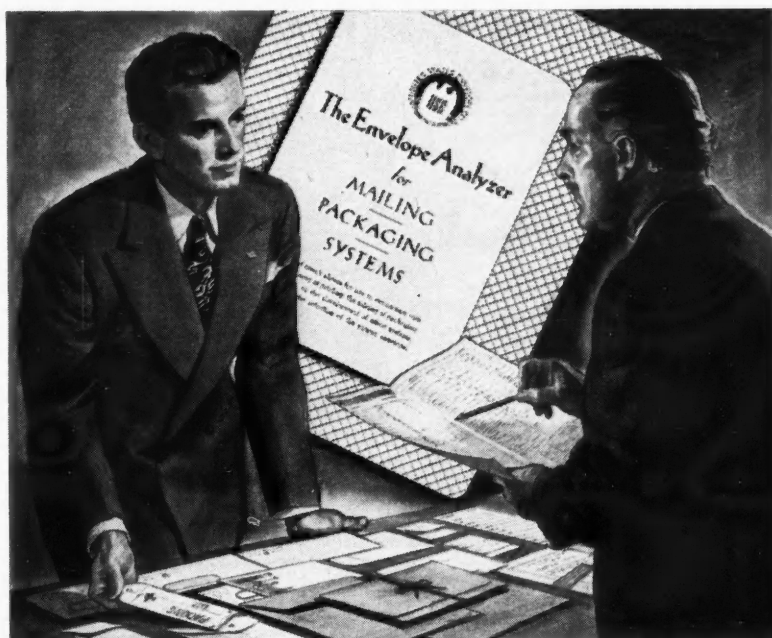
Wm. J. Sieger
Vice President and
Supt. of Agencies

It's an ideal technique for selective promotion. We predict that there will be more efforts of this nature in the future.

HOW IT'S DONE

House magazine editor No. 1 steals a joke from house magazine editor No. 2. House magazine editor No. 3 sees it and steals it for his own publication. House publication editor No. 1 sees it again, thinks it is new, and steals it all over again. And that dear friends is why you never see a new joke in a house publication.—From *Rittertalk*, h.m. P. J. Ritter Company, Bridgeton, New Jersey.

THE REPORTER



A wide-awake printer made a suggestion

... and here's what his customer has to say:

"Reconversion found us with a top-heavy business system. . . . We used 30 or more different envelopes and bought them here and there. . . . Nobody had the time to make a real analysis . . . until one of our printers popped in one day and asked for a sample of every kind of envelope we used. A few days later he showed up with some suggestions that really formed the basis for our present business system. He not only helped us cut down the *variety* of envelopes we use, but he introduced us to some *specialized forms* that have helped us speed operations, cut costs, and prevent mistakes.

You use envelopes

in these 5 business classifications. Why not look over the U.S.E. recommendations for each of these specialized needs? You may save money and speed your business. Ask your printer to show you the U.S.E. Envelope Analyzer Kit—or write for a free copy to

UNITED STATES ENVELOPE COMPANY
14 Divisions from Coast to Coast
SPRINGFIELD 2, MASSACHUSETTS

E-8C

U.S.E. ENVELOPES

Your 3-Fold Business Partner



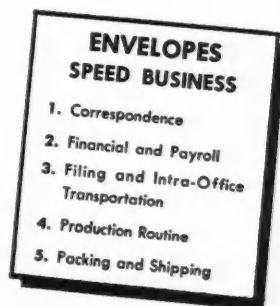
Mailings



Packaging



Systems





what would field research say about **YOUR** letterhead?

A young company that gets around, James O. Peck Company, two years old, covers the country with thorough-going surveys in industrial field research. The Peck Company makes it their business to know the **WHY** of sales acceptance by getting the *customers'* viewpoints and practices. Actual conditions to be met in the prospective market are thus the basis for marketing and sales counsel.

The James O. Peck Company are represented by competent personnel...and an effective letterhead on Strathmore Paper. You, too, should use a quality letterhead that says *competence* for your company. The Strathmore watermark is your assurance of quality.

Strathmore Letterhead Papers: Strathmore Parchment, Strathmore Script, Strathmore Bond, Thistlemark Bond, Bay Path Bond, Alexandra Brilliant.

STRATHMORE

MAKERS
OF FINE
PAPERS

Strathmore Paper Company, West Springfield, Massachusetts

SALESMEN'S ADVANCE NOTICES



We are beginning to see more specimens of salesmen's advance notices. Reproduced above is the cartoon which appeared on a folded mailing card, measuring 8½" x 11¾". Sales story was on the inside flap.

The advance cards were individualized for each salesman by Barron-Anderson, 745 Atlantic Avenue, Boston 11, Massachusetts.

Howard W. Fry, Sales Manager of the Medical and Scientific Division of The Blakiston Company, 1012 Walnut Street, Philadelphia 5, Pennsylvania sends us new individualized french-fold advance-of-call announcement sent to every professor and assistant professor in every college throughout the country. It's a hand addressed job and is sent to the professor in the territory approximately one month before the date of the salesman's call. First inside page has pen and ink sketch and name of salesman. Third page has a friendly, simulated handwritten message from Howard Fry. Let's have more samples.

MOVING ANNOUNCEMENT

It is good to see the return of tricky, die cut, pop-up moving announcements . . . after all these years of drabness.

Beaumont, Heller and Sperling, Inc. (advertising and merchandising), Sixth and Walnut Streets, Reading, Pennsylvania, just released a novel 8½" x 11" four page die cut affair, which when opened shows a pop-up hand moving over the face of an outline map of Reading from the old location to the new and much larger Direct Mail division headquarters. Good realism.

THE REPORTER

UNIQUE MAILING PIECE

That was a beautiful job created by somebody for The Home Insurance Company of New York City. The booklet measures 6" x 9 $\frac{3}{4}$ " and is a little hard to explain. It is entitled "Stock in Trade." Part of the front cover is illustrated by a dry embossing of a quill pen in an old-fashioned inkwell. The sub-title on the front cover reads: "Being an inventory of the store in Litiz (Pennsylvania), taken from the 4th to 8th of May, 1773 and some pertinent remarks regarding service to the American public."

The flaps inside the cover explain the reasons for distributing this record from former days, and ties-in with the service offered through the years by the Company.

Stitched-in pages of the book are printed on what looks like yellow frayed paper. On those pages are reproduced the faded penmanship from the inventory record of the store in Litiz. What prices!

KEEP THEM FRESH



The following item appeared in recent issue of Newsweekly, h.m. of Maclean-Hunter Publishing Company, Ltd., Toronto 2, Canada:

THANK YOU, KIND SIR

It seems that a member of our circulation staff had been reading some comments by Henry Hoke, editor of *Direct Mail Reporter*. These comments were on house magazines and their editors. Incidentally the comments fell far short of flattery.

Our correspondent writes: "With this fresh in my mind I picked up this week's *Newsweekly* for a quick look, and found it so . . . interesting that I read it right through—front cover to back. In my opinion it is by far the crispest, brightest and most entertaining edition that has come up from the bindery in weeks. Congratulations."

Must send Henry Hoke a copy and cheer him up a bit.

Reporter's Note: Thanks for the "cheer." But I'm still sour. Have just spent an evening going through this month's collection. Not many bright spots. House magazines (currently) need pepping up—or something.

SALES CONTESTS COMING BACK AGAIN

Doug Thompson, President of Thompson and Associates, Inc., 165 West Wacker Drive, Chicago 1, Illinois, sends us the newest "Prize Book . . . for Sales Contests."

The jacket is entitled, "Take a Peek!" Size 9" x 12", 64 pages plus covers. Book is attractively printed in typical Doug Thompson style. Anyone interested in staging a sales contest should get hold of a copy.

TELLING THE EMPLOYEES

Congratulations to the Speakman Company, Wilmington 99, Delaware,

for its 24-page plus cover, 5 $\frac{1}{2}$ " x 8 $\frac{1}{2}$ " booklet entitled, "Going Our Way."

It is a friendly outline of the Speakman method of doing business and is published in the mutual interests of both employees and the management. It is well illustrated with appropriate cartoon drawings, and the copy is very human . . . not condescending.

SURVEYS

Seems that everybody is making surveys these days. And a lot of them by mail. *Forbes Magazine of Business*, New York City, has just released to potential advertisers a new study based on a mailing of 5000 letters and questionnaires. Total returns 1567 or a 31.1% response. Good.

Which goes to prove again, if any proof is needed, that executives will respond to questionnaires.

WHAT'S THE LIFE OF AN INSURANCE POLICY?

10 years? . . . 20 years? . . . a lifetime? And the paper must be as white . . . the printing as legible as the day it was issued. Ask your printer how you can be sure of this kind of permanency for every type of document. Paper is his business—he knows it intimately. As an expert he will almost certainly call your attention to



**Rising
Parchment**

✓ 100% rag ✓ Super Opaque ✓ 4 weights
✓ Distinctive unglazed parchment finish

When you want to **KNOW** . . . go to an expert!



Rising Papers

Ask your printer . . . he **KNOWS** paper!

Rising Paper Company, Housatonic, Mass.

WANTED Alive or Dead

active or inactive list of names to be alphabetized or put in geographical and alphabetical order.

Now is the time to have your mailing or other name lists put in order for Fall and Winter mailing.

Contracts also accepted for metering, sorting and bagging of third class mail.

Management and supervision of volume mailings including, first, second, third and fourth class mail matters.

MAILINGS Incorporated

25 W. 45th Street, New York 19
L O n g a c r e 3-2270

EYE'CATCHERS



THE photo that reaches out and grabs the eye quickly guarantees a flying start towards profitable results. That's our job! We put a hundred new photo subjects on your desk every month . . . all situations . . . all types of business . . . all permeated with PEP. Newest techniques . . . newest ideas . . . newest photography. If you have a finger in the creative pie of Sales Promotion EYE'CATCHERS will make your ads sing . . . and at \$6 a month it can be sneaked into any budget. Write for free proofs and details of subscription plan.

CLIP COUPON TO LETTERHEAD AND MAIL

FREE! . . . mail this now!

EYE-CATCHERS, Inc. 10 1/2 E. 35th St., N.Y. 16
Please send FREE proofbook referred to in ad. No obligations.

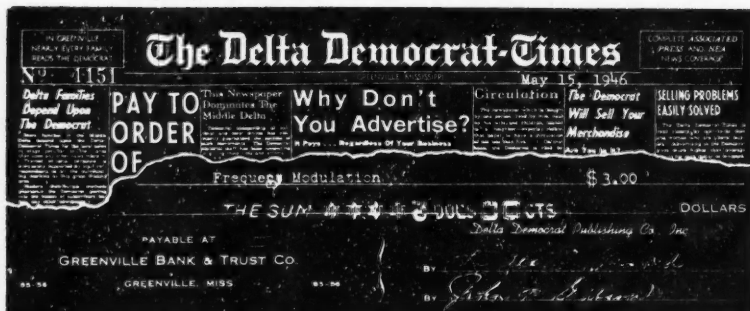
Name _____

Address _____

City _____

State _____

Why Not Use Checks FOR ADVERTISING--



We are reproducing (from a 3 1/2" x 8 1/2" size) one of the most unusual checks we have ever seen. We've reproduced "in reverse" so that you can see the details better.

The original was sent to us, before being deposited in the bank, by George Dilkes, Circulation Manager of *Frequency Modulation Business*, 103 Park Avenue, New York 17, N. Y. We have commented on this

subject before . . . and once upon a time reproduced the good looking check used by the Buck Hill Falls Inn of Pennsylvania.

The recipient of a check is *always* in a good humor. It is a perfect time to put across a lasting advertising impression. Why don't more business organizations get away from the standard, unimaginative check furnished by the average bank?

Another Racket

The following Night Letter was received by *The Reporter* on May 21, 1946. We won't, at present, reveal the name of sender . . . because we don't want to interfere with the legal aspects of the case.

Have copyright suit involving use of red string in collection gadget tied in with old saying of tie a string around your finger and you won't forget. Want evidence idea is old as hills and not subject new copyright and maybe not ever subject to copyright. Jeannette Robinson said you had all the dope. Am in Chicago today but going home. Will you send all possible dope airmail special to me at home. Send bill all expense and will remit. Case set for Thursday this week.

Here is the telegram we sent in reply:

Copyright suit involving use of red string with idea of tying string around your finger so that you won't forget is positively ridiculous. Wish I could testify for you but can't be that far away. The idea is as old as the hills. As I remember, Louis Victor Eytinge used it back in 1916. Hundreds have used it since. The files of the Direct Mail Advertising Association would show many examples through the years but since no classification of that idea has ever been made it might take months of research to uncover the speci-

mens and we might have to check with some of the oldtimers such as Homer Buckley, Robert Ramsay, William Kier, Harry Kirtland and lord knows how many others. As you know I am violently opposed to these silly copyrights and patents in the Direct Mail field. Newcomers think they get an original idea and they try to protect it by law. They are simply taking over an old idea long used in the business and making a racket out of it. You can tell your lawyer or the judge that I am perfectly willing to sign an affidavit stating that I have seen the use of a tipped on red string to tie around the finger for remembrance hundreds of times during the years since 1924 which was the year I believe I saw it first. You might also check with Frailey of the Dartnell Corporation, Chicago. He may have reference to the idea in one of his books or in the Dartnell Letter Service. You might also check with the Credit Men's Association to find if they have any books or pamphlets illustrating collection letters where the string idea was used. I am sending you by airmail survey we made on novelty mailings in March, 1941. Although your particular use is not specifically mentioned you will see reference to extra attachments to letters by string. Please keep me in touch with developments because I definitely feel that suits such as you have on your hands hurt the free and unlimited application of Direct Mail selling. Good luck.

HENRY HOKE.

a
ng
nn

ys
ne
ng
ss
ne
r-

ch
er
r,
w
o-
ts
r-
d
re
d
at
ne
n
e
d
f
h
u
-
e
s
u
s
s
n
e
-
o
-
s
e
t

A REVIEW OF TWO BOOKS ... OR COURSES

We have been planning to find time to write a review of two recent books on letters. To tell the truth, we did not know exactly what to say about one of them. Our old friend Ed Husen of Detroit, Michigan, saved us the time and effort. His very excellent review of the two books appeared in the Second Quarter issue of *The Post*, the official publication of the Mail Advertising Service Association, International. We agree with Ed 100%.

Here is what Ed has to say:

BETTER LETTERS. Hiram N. Rasely and Roy Davis; Better Letters Institute, 156 Stuart St., Boston 16. \$10.00.

LET'S WRITE FRIENDLIER LETTERS. Earle A. Buckley; Earle A. Buckley Organization, 1600 Arch St., Philadelphia. \$1.25.

When a book is called a "course" is there any advantage to the reader? Possibly there is. We buy a book about letters, read it through in a few hours, and possibly learn something about how to improve our letters. We take a "course" in letter writing, and because the subject matter, while it may be no greater than that in the one-volume "book," comes to

us in smaller doses, possibly we get more good out of it. At least we have a chance to digest the material of each section and perhaps put into practice some of its precepts, before we go on to another section. Our experience has been that a "course" is better than a single book, no matter what the subject.

However, when a book is divided into separate physical sections, and called a "course" simply because each chapter has its own covers, there may not be the same advantage—unless the reader will have patience enough to divide his reading of the sections into definite periods of time, say one a week. If he will do this, and not read the whole set through at once, he will undoubtedly receive a good deal more benefit from his investment, which, since the work is called a "course," is usually considerably greater than the price of a single volume of similar size and content.

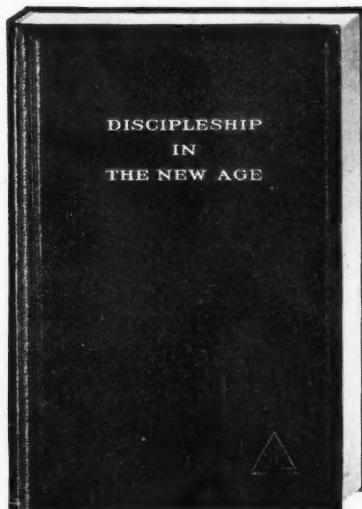
These thoughts are prompted by the receipt recently of two works on the subject of "better letters." The "course" item is a neat little set of 13 paper-bound pamphlets, about five by seven inches in size, the whole of which contains some 500 pages. The authors are Hiram N. Rasely, who is listed on the title pages as executive vice-president of Burdett College, Boston, founder of the Better Letters Association, and co-founder of the National Office Management Association; and Roy Davis, former head of the English Department of Boston University College of Business Administra-

tion. Each section of the course is devoted to a single subject; the text is readable and attractively printed; there are many examples of good and bad letters, English, construction, and so on; and each pamphlet contains a set of problems or exercises. We would say that the reader, if he will have the patience and determination to go through the course deliberately and slowly, will be helped a great deal in his desire to write better letters. The price of the set, in an attractive telescopic case, is ten dollars—a reasonable enough fee considering the amount of information and sound advice it contains.

A Short "Course"

The other item listed at start of this article is a slim, 36-page, paper-bound booklet by Earle A. Buckley, well and favorably known to most of us in the letter business as one of our foremost letter specialists. In his introduction, Mr. Buckley also calls his book a "course" (which is using the word a little approximately, in our opinion). However, this too is a sound little book, written in friendly, readable style, and nicely printed. The various chapters, 16 of them, take up as many angles of letter construction. Taken at one swallow (you can read it in an hour or less) this booklet will be well worth the reading. Digested a chapter at a time, it will perhaps justify its author's contention that it, too, is a "course" in letter writing. The price is \$1.25 for one to four copies; \$1.00 each for five or more ordered at one time.

ECUSTA



*For
Modern
Publishing*

Fine Flax
BIBLE

Mr. Foster Bailey, president, Lucis Publishing Company (New York) publishers of this de luxe edition of **DISCIPLESHIP IN THE NEW AGE** says:

We are very pleased with the appearance of the book. Many of our customers have complimented us on the beauty and texture of the paper. The book has 790 pages, yet bulks only one inch.

The George S. Ferguson Company, Philadelphia, printers of the book, tell me they were amazed at the splendid press performance and rate of production of the Ecusta Bible sub. 30 used.

Modern, distinctive, functional — Ecusta Bible provides an exceptional background for fine typography. Use it with confidence for de luxe editions, Bibles, rate and data books, price lists, mailing pieces, encyclopedias, catalogs and annual reports.

ECUSTA PAPER CORPORATION

FINE FLAX AIR MAIL • FINE FLAX WRITING • BIBLE PAPER
SPECIAL MAKEREADY TISSUE • LIGHTWEIGHT PAPER SPECIALTIES

PISGAH FOREST • NORTH CAROLINA



**What would YOU do
with \$3,000.00
EXTRA PROFIT?**


Bet you can think of unlimited ways to use **EXTRA DOLLARS!** For carefree vacationing, new equipment, bills, taxes, more magazine and direct mail advertising, or "roll your own" picture!

Well, perhaps you CAN!

If you have a sizable and responsive Mailing List, preferably on plates or stencils, which you have to have for your own use, anyway. And to which you'd be willing to address envelopes for high grade, **NON-COMPETING MOSELY MASS MAILER CLIENTS.**

If it can be rented on a one-time basis, **MOSELY** can do it! It will pay you in **EXTRA PROFITS** to register it **EXCLUSIVELY** with the **MOSELY ORGANIZATION.**

Write Dept. R-5
MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters
38 NEWBURY STREET
BOSTON 18

MOSELY has sent Owners of lists over 15,000
MOSELY CHECKS!



CUSTOM-MADE...

Whether you sell soap, sables, steel, sequins, or some special service, Ahrend Advertising is "hand-tailored" to your requirements.

Your sales program—a single piece or a year's campaign—is planned and produced by expert craftsmen to achieve the desired results.

Ask to see samples (no obligation, of course), of the successful Ahrend technique of "custom-made" sales promotion. Call MURRAY Hill 4-3411 or write TODAY.

D. H. AHREND CO.
CREATIVE DIRECT ADVERTISING

333 E. 44th ST., N. Y. 17, MU. 4-3411

A REPORTER MONTHLY FEATURE

ONE ADVERTISING MAN TO ANOTHER

*A Critical Analysis of Advertising
as Seen by George Kinter*

Dear Henry:

On my desk is a sizable stack of Better Business Bureau Bulletins, releases from the Federal Trade Commission, evil-smelling advertisements and other material that would ordinarily raise my blood pressure and cause me to blow off steam, yet I have sat here for the past half hour gazing at a blank sheet of paper in the typewriter and doing some serious thinking.

The thought uppermost in my mind is, "What's the use." That thought doesn't come as a question—it registers an answer to all my thinking. There are, however, some questions that have bobbed up. One is the wonder of how much better off I would have been had I employed the time I have spent in criticizing false, misleading and offensive advertising, in producing it? I had gotten off to a good start back in first world-postwar days. One of my first advertising accounts was an oil stock promotion scheme which enabled me to buy my first automobile—a seven passenger Lozier with two bodies—limousine and touring. It wasn't a new car but I paid as much for it as the present ceiling on a medium priced car and its upkeep was three times that on any car I've owned since.

Two small-time promoters gave me office space to open up a one-man agency in return for my help in the preparation of their advertising. They had some oil leases in Ohio with five or six wells, each producing three to five barrels of \$2.10 oil a day. The wells had been producing that amount for years and years, as had other wells in the vicinity. In those days it cost only \$1500.00 to put down a well to the Brea sand and dry holes in that territory were unknown. The promoters had formed a corporation and had printed 150,000 shares of stock at the par value of \$1.00 per share. That part of the public that wanted to get in on the ground floor could buy shares

for 55c each, and if buyers wanted more than they had the cash to pay for they could buy them on the installment plan.

I got out my pencil and did a bit of figuring and it added up to what I thought was a pretty good proposition and I told the public about it every day in a little 3" x 2" column ad, which interested a lot of people. In those ads I just put the cards on the table, pointing to what we had and what we could have if we got the money to put down the wells.

Business went along nicely for a month or so and I was expecting any day to hear that drilling operations had started but instead I heard that the promoters had hired themselves an experienced sales manager. Several days after he arrived he called me into his office and told me that while the ads I had been writing were very, very good, I'd have to put more on the ball. He painted a word picture of the kind of ads he wanted and assured me that if I could produce them in much larger space I would be well paid.

The light burned late in my office that night and my efforts were well rewarded with both praise and a hefty retainer fee. My first brain child screamed: "Get Out of the Rut—Get into the Class That Enjoys the Pleasures and Blessings of Life." The copy painted a picture of the drab, dreary existence of the man who works for his money in contrast to the gay, untroubled life of the man whose money worked for him.

I learned a lot about selling from this sales manager and I turned out ads that increased the value of the stock by nickels until it reached its par value. Instead of drilling a lot of shallow, sure producing wells, it was decided to drill a deep well for big production. The driller started to drill and I reported in my ads every detail of his operation and as the drill went down the price of stock went up.

I don't know whether they ever struck oil or not as another promoter nabbed me and took me down to Camden, New Jersey, to handle the publicity in his promotion of a big hotel.

I couldn't sleep so well nights in Camden and I'm not sure whether it was due to the climate or thinking about the reaming this promoter was giving the boys who were putting up the "front money" for his operations.

The boys putting up the front money were the sons of several reputable business men in the town and the promoter and his crew of hard drinking salesmen were cashing in on the boys' background. I found that the handsome salary I was receiving was not being paid by the promoter. His contract called for its payment by the "angels" for a period of a year. By the end of the first month the boys began to realize that they were being reamed and took steps to get out from under. The first step was to ask me if I would consider breaking my contract if they would pay me for six months. "Brothers,"

I said, "you pay my fare back to Pittsburgh, Pa., and you have my permission to make confetti out of my part of the contract."

I'm telling you all this, Henry, to show you that I had a good start in the advertising racket and then I had to meet Bob Hicks. Remind me sometime to tell you all about my six months with "The Most Unforgettable Character I Ever Met." If I were a writer recognizable by the *Reader's Digest*, I'd do a piece for it under that head.

Bob Hicks, the founder of *The Specialty Salesman* magazine, was a one-time mail-order racketeer. The law finally caught up with him and he was a fugitive from justice for a number of years. Down and out, he joined up with the Salvation Army and later gave himself up. He was pardoned by Woodrow Wilson. Bob finally found himself in South Whitley, Indiana, where he started *The Specialty Salesman* magazine through which for years he carried on a crusade against mail order frauds. His pet peeve was against knitting machine outfits that sell machines to widows on the promise to buy the

socks, sweaters and other things they knit, but never do, on the grounds that they are not up to standard. "Destroyers of Confidence" he called the mail order frauds, and over the column he used to expose their schemes he quoted: "I speak the truth, not so much as I would, but as much as I dare; and I dare a little more as I grow older."

Part of my job with Bob Hicks was answering letters from people who had been gypped by mail order racketeers, mostly widows, and their pleas got under my skin to such an extent that it made me unfit to get back into the advertising racket and got me started into wasting a lot of time writing on the subject of false, misleading and offensive advertising.

While I have, for the past twenty-five years, felt more or less sorry for some of the poor people who have been gypped by such advertising, my writings have been largely motivated by a selfish attitude. I have found, down through the years, that false, misleading and offensive advertising was causing more and more intelligent people to turn a blind eye and a deaf ear toward all advertising and this

DON'T OVERLOOK OHIO 2,000,000 CAR and TRUCK OWNERS

Lists of Any Group of Car Owners From

7000 CADILLAC OWNERS

TO

300,000 CHEVROLET OWNERS

Covering Complete State Or Any Portion.

Mail Surveys Made to Any Cross-Sectional
List of Owners You Specify.

Ohio Motor List Company
Zanesville, Ohio 320 Richards Bldg.

Photography Retouching Art Illustrations

CATALOGS
by
SPECIALISTS

CATALOGS AND BOOKLETS PLANNED
AND DESIGNED BY AN ORGANIZATION
WITH MORE THAN FIFTY YEARS OF
EXPERIENCE.

STONE WRIGHT STUDIOS INC. 225 4TH AVE.
N.Y. 3, N.Y.

**We Have The
NATIONAL LISTS**
Compiled to Reach
**INDUSTRIAL and
FINANCIAL . . .**

- Executives
- Treasurers
- Controllers
- Purchasing Agents
- Engineers
- Employees

•

Discharged Servicemen

•

Consumers . . .

- Housewives
- Civil Service People
- Club Members
- Association Members

Public Officials

- City, State, Federal

•

DUNHILL LIST CO., INC.
565 FIFTH AVENUE
NEW YORK 17, N. Y.
Plaza 3-0331



Are you reaching the right people, FOR YOU?

For your next mail promotion, consider trying a carefully chosen list of the RIGHT people for you . . . not just names, but folks *known* to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate rental basis. Tell us what you're selling and we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU
(DIVISION OF DICKIE-RAYMOND, INC.)
80 Broad Street Boston 10, Mass.

was working a hardship on small reputable advertisers—the type I was best fitted to serve. More and more I found that business concerns having good products were growing reluctant to spend the little money they could afford for advertising. The advertisers who were my prospects were mostly small manufacturers in the industrial field, and they themselves, having become hard to reach with advertising, were convinced that others with equal intelligence had the same attitude toward it.

As time went on I became more and more inclined to believe that such an attitude was justified. Claims being made in advertising were growing more insulting to the intelligence of even the rank and file, and as radio progressed, advertising became more annoying and more offensive to more people.

Instead of seeking clients with a lot of money and few scruples or making a connection with an agency that serves such clients, I began wasting my time pointing fingers at the advertisers who were making advertising a racket, but aside from a few favorable comments from readers, it has brought me nothing but a bit of chest relief.

If that finger pointing time had been devoted to planning advertising campaigns to appeal to the lower strata of intelligence—campaigns built on claims that a few so-called doctors could always be brought to prove; copy that would get by the FTC and still mislead the ignorant, and silly jingles, inane jargon and senseless sound effects, I might today be enjoying a nice share of the \$19,556,284.00 spent by Proctor & Gamble last year for advertising; the \$12,242,161.00 spent by Lever Brothers; the \$9,941,989.00 spent by Sterling Drug, or the \$6,933,716.00 paid out by Colgate-Palmolive-Peet.

Had my efforts not clicked with such big spenders, they might have gotten me some of Miles Laboratories' \$5,486,329.00; Philip-Morris & Company's \$4,229,882.00; Jergens-Woodbury's \$3,923,886.00; R. J. Reynolds Tobacco Company's \$3,559,415.00, or even George Washington Hill's \$2,804,962.00 expenditure to drive people insane enough to buy Lucky Strike Cigarettes.

How to INCREASE YOUR Mail Order Profits . . . DIRECT BY MAIL!

The secret of increased results for you focus on actual

MAIL ORDER CUSTOMERS of other Companies

which will address and return empty envelopes for one time use.

It works! It has built some outstanding direct-to-consumer Mail Order Successes in America . . . can be tested at low cost.

**MAIL 25,000 PIECES A WEEK —
HARVEST 20,000 NEW MAIL ORDER
CUSTOMERS A YEAR!**

The MOSELY ORGANIZATION "knows the ropes," can guide *YOU* to top Success. . . . We specialize in large-volume MAIL ORDER campaigns.

Write Dept. R-5

MOSELY SELECTIVE LIST SERVICE

Mail Order  *Headquarters*

38 NEWBURY STREET
BOSTON 16

**New Mail Order Customers in
Large Volume for YOU!**

Looking for that Elusive Idea?



THE REPORTER is packed every month with ideas and suggestions that can be adapted to any business.

If you are not a regular reader . . . get on the subscription list and let the ideas passed along in each month's issue go to work for you.

If you are a subscriber . . . how about showing this copy to a friend? Returning servicemen seem to be especially interested in the possibilities in the Direct Mail Advertising field.

Rate: 1 year, \$3.00 2 years, \$5.00

THE REPORTER

17 East 42nd Street, New York 17, N. Y.

The agency boys who prepare the misleading, offensive and annoying advertising are probably as cognizant as I am of the fact that such advertising is creating an evil smelling condition in the advertising field but they don't propose to lose sleep or waste time in remedying the condition—no siree, they are smart enough to think up a profitable plan to sell the public on accepting the condition.

Take Don Belding, for instance. Don is chairman of the board of the agency of Foote, Cone and Belding. Don has probably been nosing around or reading some surveys and found a growing resentment of American business methods. He doubtless found that much of the criticism is directed at the advertising being used by the big boys, but instead of wasting a lot of time in an effort to remove the cause, Don suggests that the advertisers kick in 10% of their advertising appropriation to finance a campaign to sell the public on American business-as-is.

If Don's plan is adopted there will be no further need of the Better Business Bureaus and we worry warts who have been expressing fear that false, misleading and offensive advertising that is being used so extensively is undermining advertising as a whole, can beat our typewriters into cymbals and sliphons to play its praise. The campaign will doubtless present "Proof Positive"—through testimonials of movie stars, jingles, jargon and sound effects—that American Business, in toto, which includes all advertising, is 99 and 44/100 per cent pure.

George Kinter.

P.S: Had I read the recent suggestions of Nathan Straus, president of WMCA, for the reform of radio in the public interest, before I learned of Don Belding's plan, I would have been for them hook, line and sinker. Mr. Straus suggests:

"Regulating the extent to which advertising agencies dominate what goes on the air.

"Eliminating middle commercials in all news programs which run fifteen minutes or less.

"Limiting the length and frequency of commercials on all programs.

"Excluding from the air patent medicine advertising which is objec-

tionable either because of the nature of the commercial copy, or what is more important, the nature of the product."

Says Mr. Straus: "The indiscriminate advertising of cathartics, pain killers, kidney cures, headache powders, worthless vitamin preparations, ad nauseam, on the air is a menace to the entire broadcasting industry."

Such suggestion would have been in line with my thinking during my time-wasting days, but if Don Belding's plan goes through, such measures as Mr. Straus suggests would be unnecessary, since Don's campaign will undoubtedly convince the public that American Business knows best what the public should have in the form of advertising.

AWARDS FOR DIRECT MAIL

On May 9th, the Chicago Federated Advertising Club announced the winners of the Fourth Annual Competition for Chicago's most coveted advertising awards. All forms and types of advertising were recognized. In the Direct Mail classification, Abbott Laboratories (long time Direct Mail leader) was awarded the prize for the best series of pieces. Marshall Field & Company was chosen for the best single piece.

However, in the press release, we notice that listed under "Public Relations" was an award to Pillsbury Mills for the best public relations pieces. Isn't that Direct Mail, too? Also, under Public Relations, Poole Bros., Inc., received an award for the best sales manual. That is also Direct Advertising.

BOUQUET

Paragraph from a recent welcome letter:

"I am a rather new subscriber to your magazine. After having received and devoured three issues I now find it the nearest thing to the indispensable magazine of all the periodicals I receive. . . . May this be just the starter of a long and friendly and—for me, surely—profitable association."

O. R. Bramble
O. R. Bramble & Associates
565 West Second Street
Dayton 2, Ohio

SELL BY MAIL

With Actual Photos!



This is a No. 4 "Tip-on" (Actual Size)

Let genuine photographs of your products or service work for you on sales letters, folders, circulars, etc.

Any original photograph will reduce proportionately into six different sizes of "tip-ons," gummed on reverse side.

No.	Size	500	1,000	2,000	5,000
4	1 3/4 x 2 3/4	\$9.50	\$14.75	\$24.00	\$50.00
2	2 1/2 x 3 1/2	12.00	17.50	33.00	75.00
3	1 3/4 x 3 1/2	10.00	15.00	42.00	60.00
6	1 3/4 x 1 3/4	8.00	12.00	20.00	47.50
9	1 3/4 x 1 1/2	7.00	10.00	18.00	40.00
1	3 1/2 x 5 1/2	17.00	27.00	49.00	110.00

We suggest you send us your original photograph, and we will gladly prepare samples without cost or obligation. Seven to ten day service.

The Grogan Photo Co.
Danville, Illinois

NAMES OF EVERY KIND FROM EVERYWHERE

We need your names—
You need our names.

Mailing Lists bought, sold, rented
and envelopes serviced.

Write for full information.

"Prompt service assured."

National Mailing List Co.
Farnsworth Bldg. Memphis, Tenn.

**USE
REPLY-O LETTER**
**TO
SELL BY MAIL!**

Mass mailers use Reply-O Letters to sell books, magazines, food products, health aids, and many other items. Reply-O Letter can help you! We offer consultation without obligation.

What Are Your Needs?

THE REPLY IS "IN" YOUR LETTER

Write to **THE
REPLY-O PRODUCTS CO.**
150 West 22nd Street, New York 11



When you think of mailing-lists—
think of **GUILD**
76 NINTH AVENUE
NEW YORK 11, N. Y.
Chicago Office, 7 So. Dearborn St.

SELL BY MAIL
Let this successful mail order advertising agency show you how to sell your merchandise, books, courses, services, etc.
The ARTWIL CO., Advertising
24 West 48th Street • New York 19, N. Y.
MEdallion 3-0813

SALES LETTERS

LETTERS THAT WILL sell anything worth buying. Evidence. Jed Scarborough, 102 Rynda Road, South Orange, N. J.

Direct Mail Gossip Column

(At Last, The Reporter Is Going to Have One)

Frank Enger, long-time, top expert in mail order selling, formerly with McGraw-Hill Book Company, recently stepped up ladder again to the Presidency of the Funk & Wagnalls Company, 354 Fourth Avenue, New York 10.

His many friends are sympathizing with Charles Konselman, who lost his three year old daughter in an unusual accident the first of May. Charlie edits the bulletins of the DMAA, and on May 15th changed over from the advertising managership of Wickwire Spencer Steel Company to advertising and publicity manager of A. & M. Karagheusian, Inc., (makers of Gulistan Rugs), 295 Fifth Avenue, New York 16.

Cordial Contact Jack Carr has finally left the farm at Lutz, Florida. Sold it recently and moved to an apartment at 526½-15th Ave., N. E., St. Petersburg 4, Florida, where he will continue to grind out his unusual copy.

Some of you might like to know that Bill (W. E.) Kier is ill and confined to his home at 939 Maple Avenue, Evanston, Illinois. Letters from old friends addressed to him there would be better than medicine.

Many Direct Mailers are getting back into harness. Lewis Kleid is out of uniform and back at Mailings, Inc., 25 West 45th Street, New York 18. John Kane is back at Advertisers Mailing Service, 915 Broadway, New York 10.

Ed Mayer of James Gray, Inc., 216 East 45th Street, New York 17, is still continuing some of his work in Washington, even though the Graphic Arts Victory Committee has disbanded. He spends one or two days a week at the State Department as a special adviser on printing and distribution problems.

Dave Frederick, formerly OWI Program Director, who worked closely with all the Direct Mail volunteers during the war, is now assistant to the President of Parents' Magazine, 52 Vanderbilt Avenue, New York 17.

R. D. (Dick) Mathewson, formerly liaison man between the OWI Program Division and the Graphic Arts Victory Committee, is now circulation promotion manager of Popular Science Publishing Company, 353 Fourth Avenue, New York 10.

Letter from Howard Hovde, formerly of the University of Pennsylvania, tells us that he has finished his Army assignment in Europe (installing training courses for G.I.'s) and is temporarily connected with the office of the Foreign Liquidation Commissioner, with headquarters in Paris, France.

Former Graphic Arts Victory Committee Treasurer Harry Porter has just celebrated his 40th anniversary with the Harris-Seybold Company in Cleveland . . . the last 30 years as sales manager. He has a tough job these days . . . spends most of his time ducking orders. His latest achievement . . . mothering and promoting "The Books by Offset" Exhibit.

Jules Paglin, perennially enthusiastic retail Direct Mail man of New Orleans, has finally busted loose from one-store promotion and has opened an office as a sales consultant for manufacturers and wholesalers in the retail field. His address is 612 Audubon Building, New Orleans 16, Louisiana.

Robert (Bob) B. Clark, Jr., formerly of Rising Paper and Old Colony Envelope Company, is now out of the Army and has been made advertising manager of the Strathmore Paper Company to succeed Harry E. Riggs, who has stepped up to sales manager. Al Gibney is now manager of sales promotion of Strathmore. Cy Norton, incidentally, has left Strathmore, and is now with the Association of National Advertisers.

William Power Maloney, former special assistant to the Attorney General of the United States . . . the man who prosecuted the franking scandal cases and one of the best authorities in the country on the misuse of the mail . . . has left the government and has opened offices for the general practice of law at 8 West 40th Street, New York 18. We believe this item deserves a mention in any gossip column relating to Direct Mail happenings.

CLASSIFIED ADS

BUSINESS OPPORTUNITIES

EXCLUSIVE DISTRIBUTOR wanted for cigarette lighter manufacturer. Small investment required. Box 9, Tarzana, Calif.

CREATIVE SERVICE

GETTING OUT a mailing piece each month is *not* a routine job. Neither is it a full time job . . . So why not hire creative brains and experience at a *fraction* of the salary you pay a routine man? Try it for a few months—and let the return cards tell the story. M. A. POLLEN, 62 West 47th St., N. Y. City 19.

EQUIPMENT

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

HELP WANTED

LONG ESTABLISHED Growing Mail Agency has openings for several men to train for its executive staff. Weekly payment and liberal participation in profits. Must be willing to get hands dirty and run errands, or anything else on occasion. Any experience on office machines, advertising, publishing, accounting, or sales may be helpful. Apply in own handwriting, please. Box No. 121, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

COPY WRITER WANTED—For Direct Mail advertising and for preparation of advertising for school books. Over \$3000 per year to start. Must reside Columbus, Ohio. Write CHARLES E. MERRILL CO., INC., 400 South Front St., Columbus, Ohio.

SALESMEN to secure orders for Mailing Service company. Men with following or good contacts in the mail advertising field can earn large commissions. We are equipped to handle 1,000,000 pieces monthly—addressing, folding, stuffing, metering and mailing. No job too large or too small to handle. Berliner Mail Service, 212 Fifth Avenue, New York 10.

SALES PROMOTION MANAGER

FOR ESTABLISHED pharmaceutical house. New York Vicinity. Must be thoroughly familiar with Direct Mail promotion for ethical pharmaceutical products. Medical background essential. Excellent opportunity. State qualifications fully. Replies held in strict confidence. Box 501, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligrph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

MAILING LISTS

"NAMES OF EVERY KIND FROM EVERYWHERE." We need your names—You need our names. Mailing Lists bought, sold, rented and envelopes serviced. Write for full information. Prompt service assured. **NATIONAL MAILING LIST CO.**, Farnsworth Bldg., Memphis, Tenn.

WANT TO RENT: Mail Order Lists suitable for book publisher. What have you? Who has profitably used them? Harvest House, 361 Broadway, New York 13, N. Y.

RECENT OFFICIAL LIST 750,000 Massachusetts Automobile owners including year and make of car. What are we offered per 1,000 or larger quantities. A. J. Golen & Co., Box 1711, Springfield, Mass.

MILLIONS OF TRIED PROSPECTS! Wide list coverage; also exclusive releases. Explain needs . . . or request Bulletin. Donner, Box 643-R, Ann Arbor, Michigan.

800,000

MAIL ORDER BOOKBUYERS

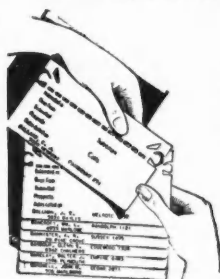
MEN,
WOMEN,
JUVENILES.
ALL CASH BUYERS,
not inquirers.

Special and general books. Lists rented only, envelopes addressed. Used regularly by leading mailers who know their lists.

Complete data on request.

BOOKBUYERS LISTS, INC.
363 B'WAY, NEW YORK 13, N. Y.

Visible Record (500 Cards) \$345 6 x 4 in. Complete



SHEETS OF CARDS

25 Card-Sheets Show FACTS on 500 Cards

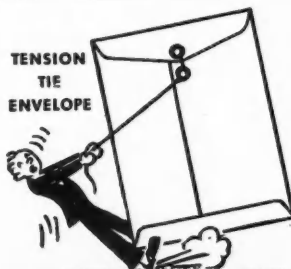
Easy
Quick
Flexible
Durable
Portable
Compact
Low Cost
Convenient
Saves Time

Use Handifax Cards only. Join together. File sheets of Cards on edge in correspondence folders.

Visible Facts Inspire Profitable Acts.
Use half inch Visible Margin for Indexing—Color Signaling—Visible Tabulation of vital information. Ten years national use. 500 Cards one side Blank, one side Ruled 6 x 4 in., \$3.45; 8 x 4 in., \$4.40; 10 x 4 in., \$5.30. Order now. Send no money. Satisfaction guaranteed. Write for Catalog.

Cost
Sales
Stock
Ruled
Credit
Payroll
Purchase
Prospects
Collection

Handifax ROSS-GOULD CO. 357 N. Tenth St. (1) **St. Louis**



TENSION
TIE
ENVELOPE

A GOOD TRICK with TWO BUTTONS and a STRING!

A good trick and anyone can do it —one simple twist of the string 'round the lower button of the *Tension Tie envelope* and everything's under control—and locked in. Popular sizes carried in stock. Made in any size and paper.

TENSION ENVELOPE CORP.

New York 14, N. Y.
345 Hudson St.

St. Louis 3, Mo.*
23rd & Locust Sts.

Minneapolis 15, Minn.*
500 South 5th St.

Des Moines 14, Iowa*
1912 Grand Ave.

Kansas City 8, Mo.*
19th & Campbell Sts.

*Originally Berkowitz Envelope Co.

Here Is The Textbook You've Always Wanted

Written for Beginners

Praised by the Experts

Leonard J. Raymond, President
Dickie-Raymond, Inc., Boston

Harrie Bell's book fills a very real need. Beginners will find their road a lot easier and copy chiefs will have fewer headaches because of it. It should have been written years ago.

C. V. Morris, Director of Trade Relations
Reinhold-Gould, Inc., New York City

I've profited considerably from my reading of Harrie Bell's book. Fundamental. Basic. Every word intended for the beginner in the field.

T. Barclay Whitson, Advertising Manager
James G. Biddle Company, Philadelphia

Mr. Bell's thoroughness and attention to detail stand out like a beacon. The book's simplicity is striking.

John R. Hartman, Director
Price School of Poor Richard Club, Philadelphia

Harrie Bell knows his subject and can impart what he knows to others. His textbook parallels his teaching in its simple clarity, its logical organization of the material, and particularly for its adherence to the beginner's point of view.

Charles B. Kosselman, Adv. & Publicity Manager
Karogheusian, Inc., New York City

One of the best things that has come along in the field. Its presentation is unique—an elementary course in the full and true sense of the word. Easily understood by anyone.

F. R. Tyroler, Managing Director
Mail Advertising Service Assoc., New York City

Mr. Bell's book really fills a vital current need. A clear but elementary exposition of the subject.



CLOTH
BOARDS
6 x 9 page
12 pt. type
Over 160
pages

**NOW ON
PRESS**

Edward N. Mayer, Jr., President
James Gray, Inc., New York City

I can visualize a beginner in direct advertising getting from Harrie Bell's book the complete background information needed to do a workmanlike job in our field. But I find that the material is even more valuable to someone like myself who thinks he knows all the answers—but is very apt to forget a great many of the questions.

F. C. Gerhart, Advertising Manager
Champion Paper & Fibre Co., Hamilton, Ohio

Harrie Bell has remembered the forgotten man in direct advertising—the beginner. In his book he has taken to heart the problems of one seeking to learn the best ways of getting started.

Getting the Right Start in DIRECT ADVERTISING

by **HARRIE A. BELL**

For the first time, here is a clear presentation of Direct Advertising that is not too difficult for a beginner to grasp, and yet broad enough to give him a comprehensive foundation on which to build. The story is presented in such logical sequence that the absolute novice can understand it. Where technical terms must be introduced, they are carefully interpreted.

It is written expressly for beginners. Fundamentals are discussed, explained, and properly related to each other. No one phase of Direct Advertising is overstressed. Sufficient detail is given, however, so that the reader may get—without confusion or distortion—a complete picture of this special type of advertising.

Mr. Bell has had wide experience in advertising and printing. He is in charge of advertising service to customers with Allen, Lane & Scott, Philadelphia print-

ers; and for a dozen years has taught Direct Advertising at the Charles Morris Price School of the Poor Richard Club, in Philadelphia.

The book is reprinted from the serial publication in *The Reporter*, with additions and corrections, and includes an introduction and job chart by Henry Hoke, Editor of *The Reporter*.

Some of the subjects this book covers are: Finding the Basic Idea—To Whom Will It Be Sent?—Why Will People Be Interested?—Suggestions on Writing Copy—Suggestions on Making the Layout—Where Are the People We Want to Reach?—Care in the Mailing Process—Mail Order Advertising—Postal Information—Tie-up With Other Advertising—Flexibility—What Does Color Do?—When to Use Direct Advertising—and a dozen other chapters.

Including a 30-page Appendix

An Introduction to House Organs
not included in serial publication

It is **THE IDEAL** book for assistants in Advertising Departments, for anyone who wants to start at the beginning.



Creator,
Producer
and Teacher
of Direct
Advertising

Fill in and Mail Today...

HOW MANY IN YOUR OFFICE
SHOULD HAVE A COPY?

Graphic Books, Inc.
17 E. 42nd St., New York 17, N. Y.

Gentlemen:

I want copies of Harrie Bell's "Getting the Right Start in Direct Advertising" at \$4 a copy, postage paid.

☐ Check for \$
is enclosed.

☐ Send Invoice.

NAME

ADDRESS

Use the margin, if necessary



Published by
**GRAPHIC BOOKS
Inc.**
17 East 42nd Street
New York 17, N.Y.

5
ie
oe
0

N

er-
m-
o a
hat
one
ers
the

ten
his
one
ed.

her

g

..
E

Y.

rie
in
py,